

# +the prjkt+

## RESTAURANT GROUP

### **KICK YOUR BOOTS UP WITH PRJKT RESTAURANT GROUP AND PASÉA HOTEL & SPA AT THE BIGGEST NEW YEAR'S EVE BEACH PARTY IN ORANGE COUNTY**

*“Denim & Diamonds” Celebration Brings Star Talent, VIP Festivities and All Things Country to Huntington Beach on December 31*

**HUNTINGTON BEACH, Calif. (November 14, 2025)** – Saddle up for the most unforgettable night of the year as [PRJKT Restaurant Group](#) and [Paséa Hotel & Spa](#) present Orange County’s biggest New Year’s Eve party, *Denim & Diamonds*. This star-studded beachside celebration will feature Chanel West Coast, Redneck Rodeo, and the country-fueled sounds of YeeDM’s Country Night with JT Harker and \$ami G. The high-energy event will take over both Paséa’s luxurious indoor ballroom and expansive oceanfront lawn on Wednesday, December 31, bringing together Nashville attitude and West Coast style for a one-of-a-kind celebration where tuxes are swapped for boots, party hats for cowboy hats, and guests dance their way into 2026 under the coastal sky.

“We’re raising the bar for how Orange County celebrates New Year’s Eve,” said Alicia Cox, CEO and founder of PRJKT Restaurant Group. “With 2,000 guests, incredible live performances from some of the biggest up-and-coming names in country, and a beachfront setting just steps from the Pacific, we’re creating an experience that blends Southern charm with West Coast energy for an unforgettable start to 2026.”

The night’s entertainment lineup brings together some of the most exciting talent shaping the modern country scene. From the electrifying beats of Country Night, America’s largest YeeDM collective, to live performances by JT Harker, the Southern California country favorite, and \$ammy G, the rising YeeDM artist who has shared the stage with Chris Stapleton, the music will keep guests on their feet all night long. Chanel West Coast, the multi-talented performer and TV personality from MTV’s “Ridiculousness,” will emcee the event, adding her signature energy and star power to the celebration.

“New Year’s Eve at Paséa has always been about creating experiences that are distinctly coastal and truly extraordinary,” said Paul Maddison, General Manager of Paséa Hotel & Spa. “We’re thrilled to partner with the talented team at PRJKT Restaurant Group to deliver a one-of-a-kind celebration that blends laid-back California style with the high-energy spirit of country music. It’s the perfect way to welcome 2026, and we look forward to an incredible night of music, celebration, and memory-making with our guests.”

Presale tickets for the Denim & Diamonds party go on sale November 14, with General Admission priced at \$100 and VIP tickets at \$200. Beginning in December, General Admission tickets will be \$150 and VIP tickets \$250. VIP guests will enjoy early entry, exclusive bar access, and a reserved area near the stage for an elevated experience. For those looking to make the most of the celebration, hotel room packages, premium VIP packages with bottle service and luxe seating, and specialty dining options are also available, offering the ultimate in coastal luxury.

Tickets are on sale now at [NYEattheBeach.com](http://NYEattheBeach.com). To learn more about Prjkt Restaurant Group, please visit [prjktgroup.com](http://prjktgroup.com). For the ultimate New Year's Eve getaway, book the NYE Stay & Play Room Package at Paséa Hotel & Spa at [paseahotel.com](http://paseahotel.com).

### **About Prjkt Restaurant Group**

PRJKT Restaurant Group is on a mission to create culinary adventures infused with the distinctive vibe of Surf City, USA. Founded by hospitality entrepreneur Alicia Cox and the team behind the award-winning SeaLegs Wine Bar, with locations in Huntington Beach and LAX Terminal, PRJKT Restaurant Group delivers inviting dining experiences and playful interpretations of American classics that celebrate California culture and the people who embrace it. Its beachfront concepts, launched in summer 2016 in partnership with the California Department of Parks and Recreation, include four themed concessions at Bolsa Chica State Beach, with four additional concessions signed at Huntington State Beach in 2021. The final concept, California Fork & Spoon, is set to open in 2026. Learn more at [prjktgroup.com](http://prjktgroup.com).

### **About Paséa Hotel & Spa**

Paséa Hotel & Spa is located on the Pacific Coast Highway overlooking the Pacific Ocean and steps from the iconic Huntington Beach Pier. The property features 250 beautifully appointed ocean-view guestrooms and suites; brand-new California coastal-inspired restaurant Lōrea and refreshed rooftop lounge Treehouse on PCH; Aarna Spa, a Balinese-inspired spa with indoor and outdoor treatment areas and state-of-the-art fitness facilities; an ocean-view swimming pool; and more than 34,000-square-foot of indoor and outdoor meeting spaces. For reservations or additional information, please contact Paséa Hotel & Spa at 855-319-5587; or visit [paseahotel.com](http://paseahotel.com).

### **Media Contact for Prjkt Restaurant Group**

Chelsea McKinney  
805.729.7117  
[Chelsea@reveilleinc.com](mailto:Chelsea@reveilleinc.com)

### **Media Contact for Paséa Hotel & Spa**

Claire Marshall Kramer  
209.918.6245  
[pasea@quinn.pr](mailto:pasea@quinn.pr)

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